



2012 Show

Calendar

Move In:

Monday, October 15, 2012 – enjoy a complimentary lunch during move-in
12:00 p.m. to 8:00 p.m.

Happy Hour:

Tuesday, October 16, 2012
5:00 p.m. to 6:30 p.m.

Show Floor Hours:

Tuesday, October 16, 2012
10:00 a.m. to 5:00 p.m.

Wednesday, October 17, 2012
10:00 a.m. to 4:00 p.m.

Move Out:

Wednesday, October 17, 2012
4:00 p.m. to 10:00 p.m.



Exhibit Space Contact

Brian J. Starrs
bstarrs@mramail.org
800.968.9668, ext 3936



michiganrestaurantshow.org

800.968.9668

Michigan Restaurant Show
October 16-17, 2012

 **SUBURBAN COLLECTION
SHOWPLACE**
Novi, Michigan



MICHIGAN RESTAURANT



Show

You take care of your customers. We'll take care of you.

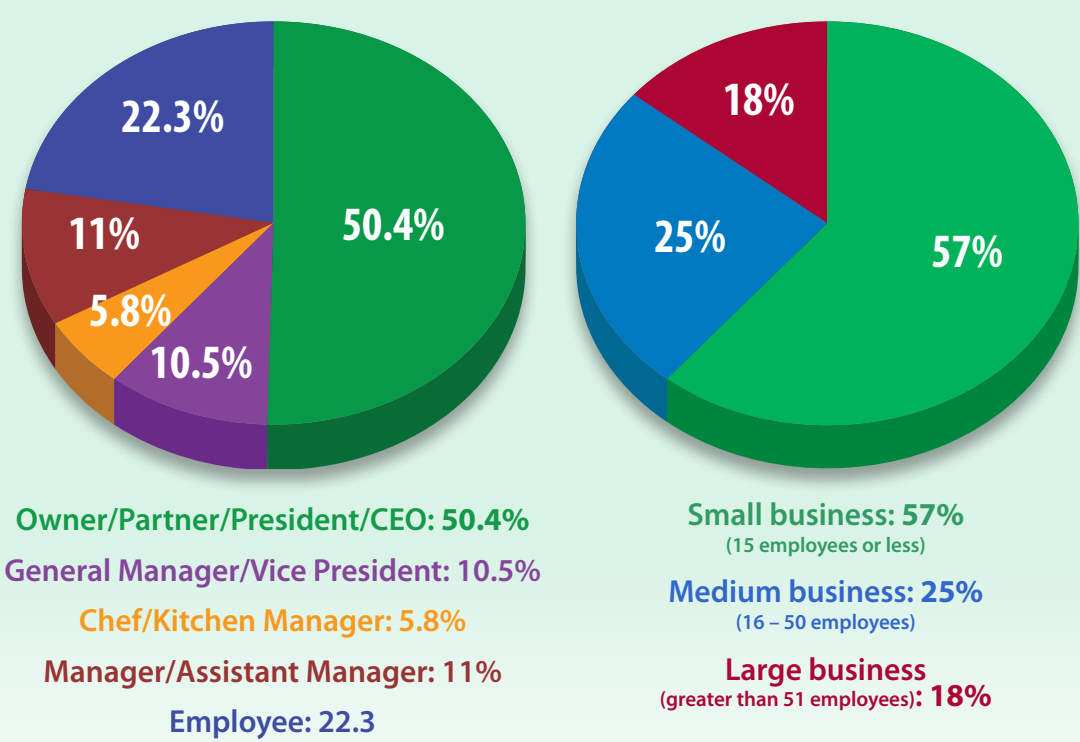


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2011 Show Attendee Stats



Average years in business: 10.8 years

Who Should Exhibit?

Proactive businesses that are interested in growing their book of business in the Michigan marketplace.

Real People, Real Opportunities



Four FREE Opportunities You Can Capitalize on by Exhibiting at the Michigan Restaurant Show

Exhibitors can introduce or spotlight existing product lines or enhance customer relations. Included in your booth package are the following opportunities at traffic building and business development:

1. Web link from the Michigan Restaurant Association to your site.
2. Exposure on the MRA website Find-A-Vendor section.
3. Promotion in the “new product section” of the Michigan Restaurateur magazine and Show Program Guide.
4. Promotion in the “Show Floor Special” section of the Show Program Guide.

Five Goals

You Can Reach by Exhibiting at the Michigan Restaurant Show

1. Market and sell items that you are seeking to place with a distributor partner.
2. Meet customers from all segments of the hospitality industry.
3. Discuss issues and share ideas.
4. Network and discover new business opportunities with other vendors.
5. Find solutions for improving day-to-day business activities.



Exhibit Booth Costs & Features

- Exhibit space rental is \$14 per square foot, or \$1,400 for a 10' x 10' booth
- There is a \$150 charge for each exposed corner
- A deposit of \$500 per 10' x 10' booth is necessary to secure exhibit space

Booth includes: Carpeting, refrigeration space for food and beverage storage, ice, drape and side rail, booth identification sign, skirted table, and waste basket.

Maximize/Increase your organization's profile and exposure with Michigan's Hospitality Industry Professionals.

Go BEYOND the Booth

- MRA website presence
- Exclusive marketing tools
- Online marketing
- Customized attendee complimentary tickets
- Show program alpha and category listing

Exhibiting in the Michigan Restaurant Show MADE EASY

- Hand-carry your own freight
- Set-up your own booth
- Free parking
- Do your own electrical work (order power – you can plug in your own devices and equipment)

Receive a discount and qualify for special offers when you pay in full.

Member	January 15	July 15	After July 15
MRA Member Price	\$1,190	\$1,260	\$1,400
Non-Member Price	\$1,400	\$1,500	\$1,600
Corner Fee	\$150 per corner	\$150 per corner	\$150 per corner